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(57) **Abstract:** Apparatus and for and a method of marking a web (10) advancing along a path includes a monitoring station (11) at which the web (10) is observed and including a signal generator arranged to produce an appropriate mark signal on detecting a location to be marked as well as the nature of the required mark. A tab applicator (20) is disposed downstream of the monitoring station for applying an adhesive tab (34) to the web in a timed relationship to the advancement of the web so as to adhere the tab (34) to the required location on the web. The tab applicator includes an online printer receiving a signal from the signal generator, whereby an applied tab may carry appropriate indicia for the location being marked.